

IN THE SPECIFICATION

Please replace the second to last paragraph located on page 9 of the application with the following amended paragraph:

The price schedule area 34 includes a date sequence indicator 40, which can be a columnar list of dates derived by the scheduling logic 12G. It also includes a price indicator area 42, which can be a columnar list of prices, and a markdown indicator area 44, which can be a columnar list of markdown percentage values. A demand indicator area 46 is located in the price schedule area as well, and it includes one or more demand indicators that can be associated with the dates and/or prices. In the embodiment shown, the demand indicator takes the form of a bar chart with variable-length bars for each date and price. One or more odds indicators 48 can also be provided, and in this embodiment these take the form of a textual indication for each date and price. The schedule area 34 further presents a series of buy buttons 50, including one or more present buy buttons and one or more future buy buttons.

Please replace the last paragraph of page 14 of the application with the following amended paragraph:

Referring to Fig. 7, the item pricing window can also include a tickler feature that can be implemented by the reminder logic 12D. This feature provides for the display of reminder request buttons 120 for future price points. The user can select one of these buttons if he or she is interested in an item at a future price point, but is not willing to make a firm commitment to buy it at the corresponding time. Once the price reaches the point specified by the reminder request, the system sends a reminder message to the user.